Created by: Stephanie Cleaver Six

THE FLYING TACO TRUCK

Dream big. Taco bigger.

A mixed media animated series for kids age 4-7 about money smarts, empowerment, and community.

LOGLINE

Four furry best friends learn the ups and downs of life and business as they run the neighborhood Taco Truck.

SERIES OVERVIEW

This is a show about tacos.

That's right, TACOS!

And what could be better than a truck full of tacos? How about a truck full of tacos and all your BEST FRIENDS?! Yep, that's what makes showing up to work every day so much fun for the **kids who run The Flying Taco Truck. Stevie Cat** (Founder & Visionary), **Gloria Bulldog** (Taco Genius), **Ginger Collie** (Promotions Whiz), and **Jamal Chinchilla** (Big Hearted Numbers Guy) face every day with the good-natured optimism and camaraderie that come from **running a business with your besties** in the heart of your hometown—funky downtown Pawlyn. And meeting these challenges requires some ingenuity, planning, and money smarts.

Wait, did you say money smarts? For kids? YES! We all have our own emotions about money, but at the heart, there is one simple idea: **keeping track of what you have and what you need, so you can make the best decisions and investments for success**. Whether it's time to **earn, spend, save, or share**, the kids tackle each workday with imagination, friendship, and a good dose of just plain silliness. Soup to nuts—or should it be nacho chips to churros?—our four furry friends take care of the WHOLE enchilada…uh, or taco, while managing their own paychecks and having the time of their lives.

SERIES SPECIALTIES

TO-CAMERA TESTIMONIALS

Will CONNECT with our audience while underlining key themes/ideas of the story in a comical way using custom filters a la Snapchat. Kids will feel like one of the Taco team.

TACO MOMENTS

Stylistically distinct, the Taco Moments feature the assembly of the taco-du-jour, be it real(ish) or more fanciful.

Pawbit Graphic Overlays

Can help us quickly communicate relative values and simple math to our audience (especially the younger demo), without slowing down the story.

In this world, the currency is Pawbits.
One Pawbit = 1 Dollar.

MUSIC

Action and montages will be scored with hip, funky music. Check out this Spotify Playlist for a sample of the musical vibe (sound only, not lyrics): Listen HERE

CHARACTERS

STEVIE

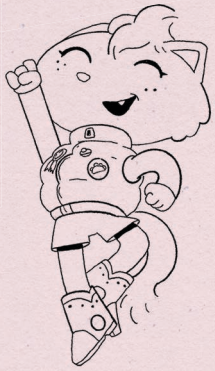
(The Cat, age 9, The Saver)

Title.....Not-so-fearless Leader, #girlboss

Responsibilities.....Overseeing everything, controlling the self-driving Taco Truck, team management

Inspiration.....Beanie Feldstein (Booksmart)

Stevie is the **founder, leader,** and **visionary** of the Flying Taco Truck, and there's a good reason for that. She's a feline with a dream of Tacos! Stevie's friends love hanging with her because she celebrates them for who they are even if she doesn't quite understand them herself. She relishes order and is the kind of kid who lines up her colored pencils by size. Because she is so literal and careful, Stevie sometimes loses sight of the big picture. It may take her some time to get used to new ideas, but once she does, she's all-in. With a **very strong work ethic** and a **kid-like sense of fairness**, Stevie always tries to do the right thing, even when it's not simple. She's very **environmentally conscious** and is constantly looking for ways to make the business more eco-friendly (edible Taco Bowls anyone?). Stevie struggles a bit with her perfectionist streak, and sometimes she has trouble asking for help. But when faced with a tricky business problem, like when to actually spend the resources she's carefully **saved**, she knows she can always depend on her Taco-mates, and her community. Stevie's a consummate **team player** at heart, and she loves nothing better than to celebrate the achievements of her friends. She's a bit shy when it comes to self-promotion, but when it comes to her Flying Taco team…Humble-brag, incoming! Stevie lives with her dad Mark in a small one bedroom apartment above her dad's vintage store on Main Street.



Pet Peeve: When someone leaves ONE cookie in the bottom of the bag!

Day Off Activity: Hiking outside the city

Catch Phrase: "Dream big, Taco bigger!"

GLORIA

(The Bulldog, age 8, the Debtor)

Title.....Taco Genius

Responsibilities.....Creating the daily menu, ordering supplies, making the TACOS!

Inspiration.....Ariela Barer

Gloria is **"The Talent"** in the Truck. Her friends all agree there would BE no business without her taco mojo—everyone needs a bit of that magic. Coming from a long line of talented cooks, Gloria knows firsthand the value of making and sharing delicious food that is at the heart of her big, affectionate Mexican family—especially her grandmother, Abuelita. But Gloria's taken traditional tacos more than one step farther, always coming up with ideas for new recipes...and more! A true artist and a **great innovator**, Gloria's tacos are unlike anything you've ever seen or tasted. And while her creations know no bounds, Gloria runs her kitchen like a tight ship. She memorizes where every spatula is stored and doesn't have to think twice about where her favorite spoon is once she's in the groove. Gloria is a cool kid who narrows her big brown eyes when things sound too good to be true. But she is also a risk taker with big dreams and never lets a lack of resources hold her back, which is why she often ends up with **debt**. This makes Stevie super nervous, but Gloria knows (from her family) that using credit to make big moves can be a good thing, as long as you make a plan to pay it off. Gloria lives in a big, sprawling multi-generational house where she is never want for company.

Day Off Activity:
Hanging with Abuelita

Collects:
Vintage and
one-of-a-kind aprons

Catchphrase:
"I'm having a taco moment!"

GINGER

(The Collie, age 8, The Spender)

Title.....Promotions Whiz

Responsibilities.....Promoting & marketing the Flying Taco Truck

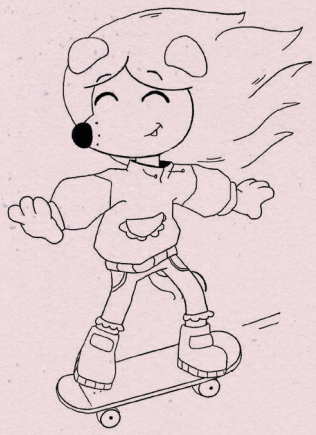
Inspiration.....Johnathan Van Ness (Queer Eye)

Ginger (they/them) is nothing, but extra—a **charismatic cheerleader** serving hot sauce and sweetness, living for the Flying Taco Truck (and all their friends too). They're great at getting the word out about the latest taco creations and promoting the business in all kinds of totes Gingerlicious ways (they also like to make up words). Ginger keeps track of the competitions' activity and any reviews of the Flying Taco Truck. This can sometimes lead them to worry about what other people think, but by the same token, they have a natural **gratefulness mindset** that keeps everyone positive. This Collie dog can get swept up with excitement for new trends (or things that they THINK are new). Ginger's enthusiasm for treats can also spiral out of control. They certainly know how to **spend** a paycheck, but their attitude often reminds the gang to care for themselves, and that indulging in a cookies 'n cream taco from time to time is okay! Ginger can be **a bit overly competitive**, whether it's on their scooter or selling tacos. It doesn't take much to get them into an "anything it takes" Rocky-esque musical montage, with a feather boa, of course! Ginger lives in a neat, sensible, and a little bit boring townhouse around the corner from Main Street.

Day Off Activity: Skateboarding, razor-scootering, anything with wheels

Collects: Bobble-wobble figures

Catchphrase: "Payday YAYday!"



JAMAL

(The Chinchilla, age 7, The Investor)

Title.....Numbers Guy

Responsibilities.....Tracking taco sales, paying suppliers, anything that involves numbers

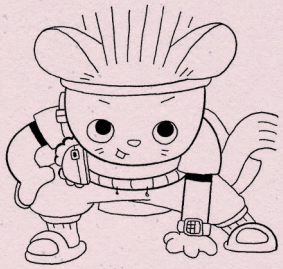
Inspiration.....Moziah Bridge—founder of "Mo's Bows"

Jamal is a **naturally optimistic** chinchilla with a big heart and a funny, squeaky laugh. He LOVES numbers, but is still working on getting things to actually add up. With his calculator watch and fanny pack full of receipts, Jamal looks the part, but he has a better memory for customers than the nitty gritty of bookkeeping. He'll remember someone who came to the taco truck months ago and ordered extra hot sauce! Handing out samples and working his salesman skills is a thrill to him. He also enjoys really lame jokes: "What do you call a fake noodle? An impasta!" (insert squeaky laugh). It's a chinchilla thing. Jamal is **gullible**, however, and sometimes the salesman gets sold. He can get carried away with a new business idea for the truck or fall for too-good-to-be-true schemes. Jamal is the kind-hearted philanthropist of the group, and with his abundance mindset and the team's ingenuity, there's always a way to **give back to the community**. Jamal's happy family lives in a small, crowded bungalow where he shares a room with his sister. Jamal dreams of a room of his own, so he tries to make the most of his money through **investing**.

Day Off Activity: Buying boxes of cereal hoping to find the golden ticket prize to Dizzyland. And eating all. That. Cereal.

Collects: A rainbow of fanny packs, "flair" buttons (a la TGI Friday's)

Catchphrase: "This is the next BIG THING!"



THE TRUCK

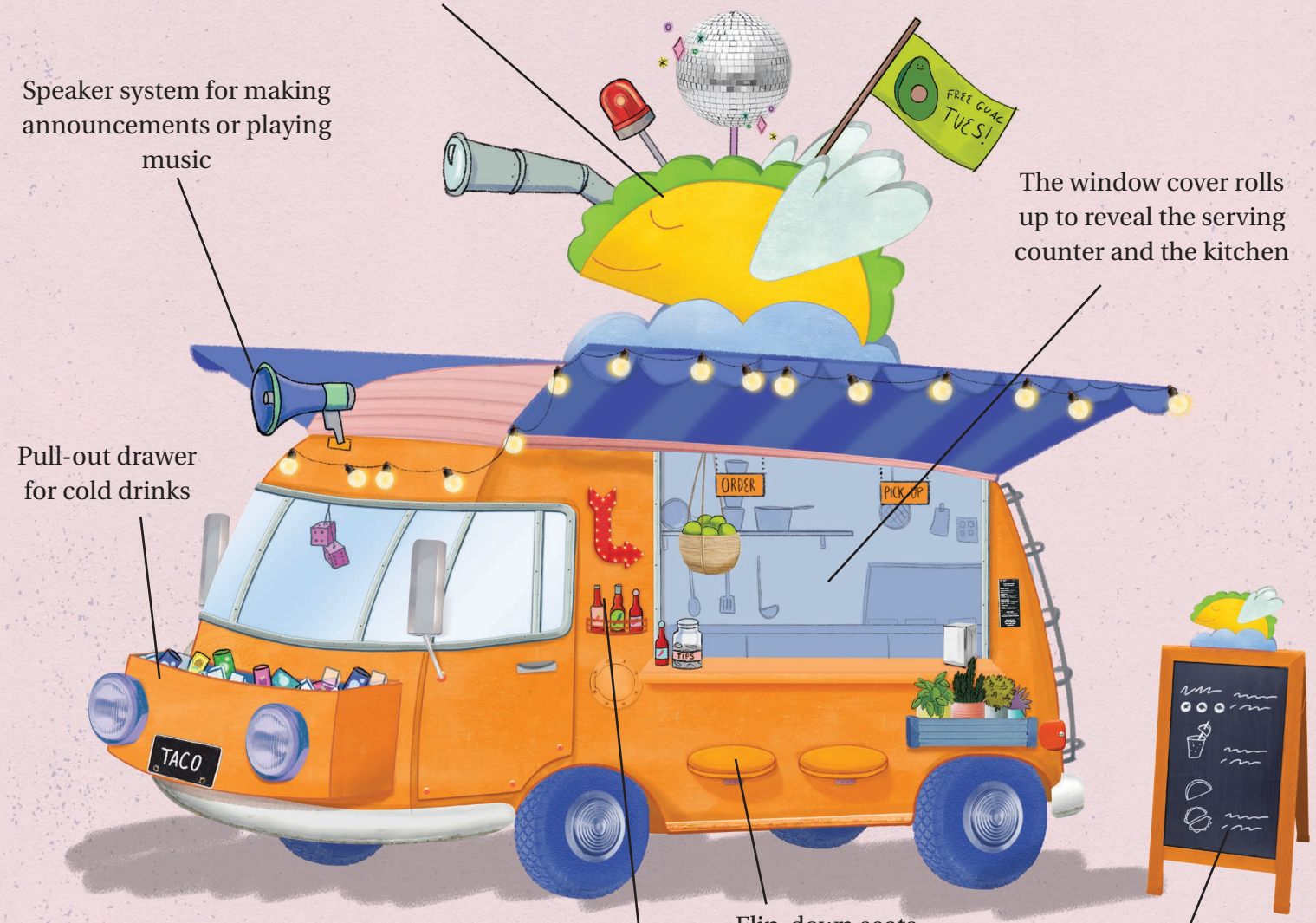
The bright orange, refurbished vintage truck can be spotted all over Pawlyn. Part mobile kitchen, part office, and part hangout, the truck is the coworkers' fifth teammate.

Anything can pop off the giant taco on top of the truck like a Swiss army knife: a disco ball for parties, a siren for taco emergencies, or a telescope to scope out the competition

Speaker system for making announcements or playing music

The window cover rolls up to reveal the serving counter and the kitchen

Pull-out drawer for cold drinks



Flip-down seats

Condiment station

Menu board that Gloria changes daily.

ELECTRIC & SELF-DRIVING!

Dependable 89.3% of the time (it's vintage, after all)

PAWLYN

The Flying Taco Truck is proud to call Pawlyn home. A small city inspired by the cozy yet diverse feeling of Brooklyn, Pawlyn is large enough to have a dynamic and varied population, but small enough to be accessible. As an **"Urban Village,"** Pawlyn is a place where diverse incomes and socioeconomic classes live together in (almost) perfect harmony. There are all types of housing ranging from apartments to mansions. The shops range from thrift to high end. It has a funky, vintage, friendly vibe, and there's always a party going on somewhere, so there's never a lack of taco customers. At the city center is Pawlyn Park, home base for the Flying Taco Truck.

OUR FOOD TRUCK COMMUNITY

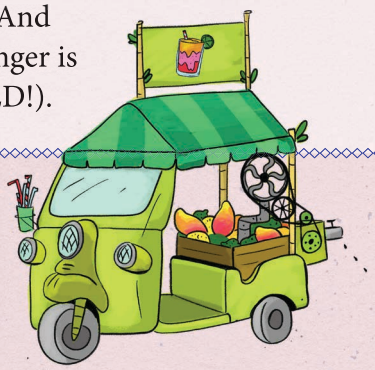
is diverse and inclusive, hence lots of different yummy foods.

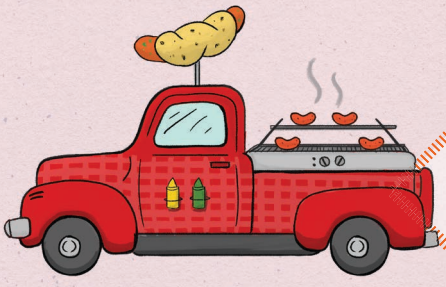
THE SOARING SCOOP

Run by **Betty and Betsy,** French-speaking hamsters who hail from Montreal, Canada! Competitive, conceited, and a little bit conniving, the sisters think their frozen treats rule all and regard the Taco Truck as their archrivals.

SPRISS EXPRESS

A tuk-tuk run by a millennial chameleon named **Zuri,** who loves to change her color to suit her mood (Ginger is ENTRANCED!). Zuri sells Spriss, a gorgeous and yummy layered Ethiopian juice drink (And once again, Ginger is ENTRANCED!).





The Speedy Sausage

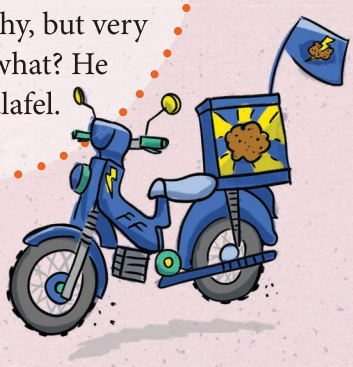
Bruce the Koala slings veggie-dogs-in-blankets from his pickup truck, and he's just the Ozzie party bear you'd expect. G'day mate, throw a tofu on the barbie!

The Momo Queen

A pink convertible selling Indian dumplings run by a beautiful and mysterious peacock who seems to have history with Abuelita. No one knows her real name; they just call her **The Momo Queen.** After all, she has a crown. Is she really royal? Maybe one day we'll find out.

FALAFEL FLASH

Flash, an Egyptian tortoise sells falafel balls from his electric bike. Despite his name, Flash is a little bit slow and a little bit shy, but very sweet and guess what? He looks like a falafel.



The Citizens of Pawlyn

The Citizens of Pawlyn are all animals: cats, dogs, chinchillas, koalas, hamsters, and peacocks are your average neighbors. Everyone gets along like a big happy family, which means there's lots of love and squabbling, but at the end of the day, our proud Pawlynians love nothing better than partying together—which they do a LOT (and always with tacos).

SOME PAWLYNIANS INCLUDE:

Mark..... Stevie's dad. A single dad, **local style icon, and entrepreneur,** Mark runs Moxie's, the local vintage clothing store, and it's easy to see where Stevie gets *her* moxie and her business sense. Stevie looks up to her trendy and capable father, and Mark couldn't be prouder of his daughter's imagination, smarts, and can-do spirit (although he thinks she could lighten up a little).

Abuelita.....Gloria's grandmother is a force of nature, shorter than almost everybody around her, but full of attitude and wisdom. Think Edna Mode with a heart. Abuelita is fiercely and justifiably **proud of her family's Mexican heritage** and never misses a chance to celebrate with traditional food, decorations, family, and friends; it's Cinco de Mayo all year long at Gloria's house.

Anna.....Jamal's little sister is precocious, sassy, and always one step ahead of the parade. She's a bit of a **prodigy**—a (preschool) math whiz!—and this shakes up Jamal. He may be just as smart, but he lacks Anna's confidence and leans on his calculator too much, especially when she's around.

Rudy The Delivery Guy.....Rudy is a rabbit with a job to do that's never done. He's **always on the move,** a day late and a Pawbit short, and any change in routine sends him over the edge. Think of him as a cross between the Wonderland White Rabbit and Kramer.

Elise The Urban Gardener.....A hip, modern organic gardener, Elise is a country chicken (with cool feathers) who's moved to Pawlyn, preaching her **home-grown slow-food** gospel in the big city and loving it! Elise shares a special bond with Stevie, who is always looking for ways to make the business greener, and of course with Maria, always on the hunt for new ingredients. Arugula Tacos, anyone?

Big Pawpa.....A gregarious older tabby cat with a deep Morgan Freeman voice, Big Pawpa runs the grocery store and is the **unofficial financial expert** of Pawlyn. Everyone goes to Big Pawpa for advice, since he has lived in the neighborhood all his life and knows all the local lore. He also has a bit of a crush on Abuelita.

Reynard.....A **particularly demanding customer** and food critic. He's a parrot and like most parrots, he sure likes to talk…and tweet...a lot.

CURRICULUM

In today's ever-changing world, a lot of us feel out of control and anxious. One of the things families worry most about is -you guessed it-

MONEY!

Despite the huge role that money plays in our everyday lives, financial knowledge is rarely taught in schools or at home. One of the last taboos, the avoidance of money discussions perpetuates wage inequality, anxiety, and socioeconomic immobility.

The Flying Taco Truck aims to give future generations the financial confidence to have these discussions and thus prepare them for the more complicated life moments ahead.

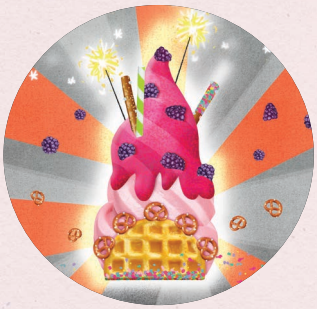
With its approachable, lovable characters and wacky world, the series will encourage a dialogue and curiosity about money. We will cover more granular subjects such as negotiating, budgeting, and saving, but also more big picture topics such as dignity for kids of all financial backgrounds, using money as a tool to be kind, and empowering kids to make their own abundance.

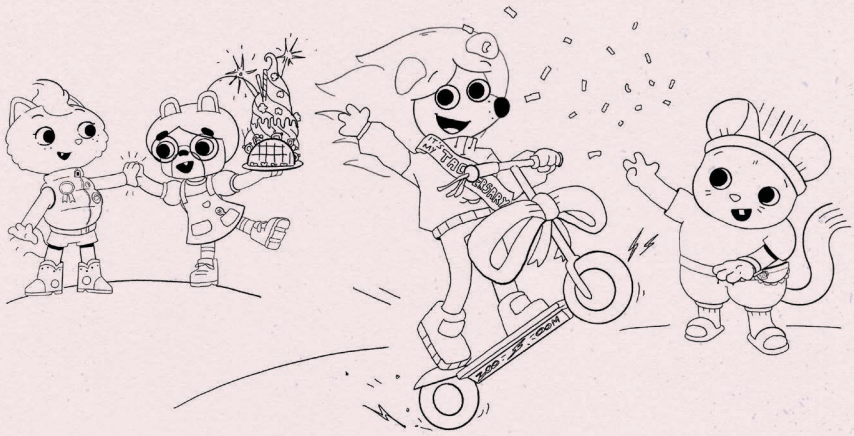
STORY SEEDS

1. SCOOTER FOR HIRE

Ginger always makes their friends feel loved and appreciated so when Ginger's Taco-versary comes around, the gang decides to use the truck's profits on a day of Ginger-iffic surprises. But when Rudy the delivery guy shows up with the day's delivery, they can't pay him! They must find a way to negotiate all while keeping the rest of Ginger's special surprises a secret.

Goals: Budgeting; in-kind bartering; planning
Taco: Taco-versary Taco (Fro-yo, pretzels, waffles, sprinkles, and boysenberries)!



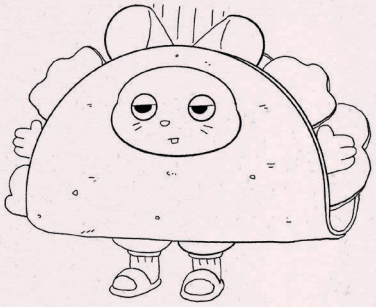


SCRIPT AVAILABLE!

2. TACO VS. CONE

Ginger the promo whiz dresses Jamal as a Giant Taco, but things get complicated when the rival Soaring Scoop's Giant Ice Cream Cone turns out to be Jamal's little sister Anna. The mascot one-upmanship is fierce! That is, until Jamal learns that the Scoop sisters aren't paying Anna for her work, and he sets out to make things fair.

Goal: Knowing your worth; supporting others
Taco: Comfort Taco (mac and cheese with a cheesy heart on it)!



OUTLINE AVAILABLE!

3. DISCO DO GOOD (Premise Available)

Gloria devises a way to get more tacos out of the same amount of ingredients, giving them extra cash to save up for repairs to the truck's disco ball. But when the local soup kitchen runs out of food, the Flying Taco puts needs over wants to help their fellow Pawlynians and their new friend Lily.

Goals: Needs vs. wants; sharing; abundance; respecting other people's financial situation; profit margins
Taco: Sell/Give Taco!

4. SCOOPED (Premise Available)

When the Scoop Sisters scoop the Taco Truck's sunny parking space, the rivalry is ON! That is, until the sisters' ice cream melts – and the Taco gang comes through in an imaginative way.

Goals: Taking competition too far; helping out your neighbors; maximizing/reusing resources
Taco: Melted Ice Cream Taco with beets!

PREMISES AVAILABLE!

5. TACO MYSTERIOSO
(Premise Available)

After a shaky start, Gloria's mysterious new taco is a hit, even though no one knows what's in it! When Ginger unwittingly eats up Gloria's secret ingredient, their food truck friends come to the rescue in an equally mysterious way.

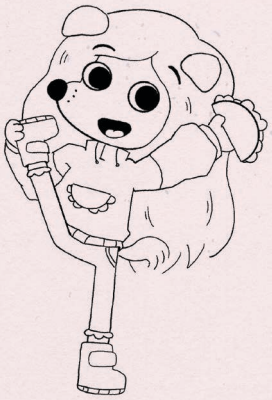
Goals: Reliance on community; generosity; taking care of each other; promotion; follow through
Taco: Mysterioso—who knows what's in it!

6. THE GREAT GUAC-OFF
(Premise Available)

It's the annual guacamole competition, and Gloria is sure the Taco Truck will win, until she realizes she's facing off with Abuelita. In the end it turns out both grandmother and granddaughter have things to teach each other.

Goal: The positive side of competition; mentorship; diversification
Taco: Guaco Banana Split Taco!

7. NOT AT ANY PRICE



Ginger makes a giant taco sculpture for the Art Festival, and everyone loves it, especially their friends. But when a local collector wants to buy it for a good price, Ginger must make a hard choice – to sell or not to sell.

Goals: Value of creative work; monetary value vs. other kinds of value (sentimental)
Taco: Artistic Taco (lots of colorful sauces like a Jackson Pollock painting)!

8. HIDE THE PEANUT

Gloria invents a peanut taco for Movie Night, but trouble arises when Jamal unwittingly gives the peanuts away to a hungry chipmunk, not realizing how one at a time can really add up!

Goals: The importance of keeping track; small things add up
Taco: Nutty Taco!

9. EYES ON THE PRIZE

The Taco Truck is at the Fun Fair, and everyone gets time off to go and play. When it's Stevie's turn, she gets so wrapped up in fun fair fever, she spends all of her fun tickets before she can try for the prize she's been eyeing all day! Luckily, Gloria is an ace in hole when it comes to carnival games and has some tickets to spare, this time making sure Stevie properly prioritizes.

Goals: Telling others what you want; sharing resources (time, money); thinking of others; prioritizing and owning your choices; alternative currencies
Taco: Carnival taco (filled with popcorn or cotton candy) with a sparkler in it!

10. JAMAL'S DREAM CALCULATOR

Jamal loves his new talking calculator aka "Calky" so much so that he becomes overly dependent on it, making disastrous business decisions thanks to a sticky button (it was toffee taco week!). With the help of his sister Anna and a lesson on common sense decision making, he must undo all the chaos caused by Calky.

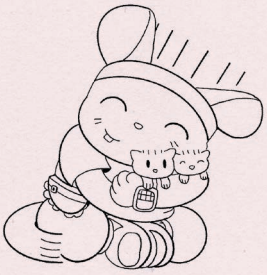
Goals: Falling for the latest gadget; relying too much on technology; common sense business decisions
Taco: Sticky Toffee Taco!

11. TRASH OR TREASURE

Ginger gets bitten by the thrifting bug and ends up selling all their clothes right before a town fashion show. Gloria must use her taco creativity to devise a new outfit for her friend.

Goals: Recycling; repurposing; how scarcity impacts prices
Taco: Fascinator Taco!

12. YOU GOTTA BE KITTEN ME



Jamal donates his paycheck to the kitten rescue and decides to take his philanthropy to the next level by volunteering to kitten-sit. But when the seemingly innocent kittens wreak havoc, he must enlist Ginger's promo skills to help the kittens find furr-ever homes.

Goals: Donating your time and ingenuity as well as money
Taco: Tuna Taco for kittens!

13. FINDER'S KEEPERS

When Gloria finds five Pawbits in the park, she fantasizes about all the ways she can spend it, but when the true owner steps forward, she must make a difficult decision.

Goals: Honesty; thinking about others; developing values
Taco: Possibilities Taco—all the things that Gloria could have bought—but didn't!

14. SPEEDY GLORIA

When Gloria helps out at the Speedy Sausage, sales increase so much that Bruce wants her to stay. When running TWO food trucks becomes too much for her, she teaches Bruce how to systemize his sausages.

Goals: Time management; working efficiently; work-life balance; helping community/others
Taco: Sausage Taco!

15. THE TRUCK WHERE IT HAPPENED

A flashback episode to how it all began, when Big Pawpa offered to lend Stevie and Gloria his old food truck for a summer project, and Ginger and Jamal joined the team.

Goals: Valuing your successes; not being afraid of making mistakes
Taco: Our First Taco (messy)!

16. FLYING TACO INTERACTIVE EPISODE
(Season Finale)

A Taco Truck story that utilizes interactive technology. Reynard the food critic is coming into town, and all the food trucks are competing to get his 5-star approval. With a set number of Pawbits, time, and ingredients, the home viewer gets to decide how to best use their resources and help the Flying Taco Truck win the 5 stars.

Goals: Teamwork, the impact of decisions
Taco: 5 Star Taco or Taco Flop—it's up to you!

CREATOR INFORMATION

Stephanie Cleaver Six has 15 years of experience as a designer and art director, specializing in making the highest quality content for children's tv shows. She's worked with clients such as Nick Jr., Disney Jr., Amazon Studios, and Netflix. During that time, she's eaten from countless food trucks and learned that extra guac is always worth it. Most recently, she has been serving as the art director on Charlie's Colorforms City on Netflix.

The 19 years she spent living in Brooklyn has served as an inspirational treasure trove of subway fashion, world cuisine, and cultural diversity that informed the characters, look, and mission of The Flying Taco Truck.

In addition to her role as Studio Art Director at 9Story NY, Stephanie has illustrated two children's books. This is her debut as a series creator.

She's a debtor like Gloria....but a spender like Ginger when it comes to tacos.

9 STORY™ MEDIA GROUP

9 Story Media Group is a leading creator, producer, and distributor of award-winning animated and live action content for audiences around the world. From development right through to consumer products, 9 Story Media Group is one of the world's leading kids and family content companies.

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Brown Bag Films is an award-winning animation studio that is 100% creatively driven with a focus on producing the highest quality cross-platform animation with strong stories and engaging characters. With studio locations in Dublin, Toronto, and Bali, Brown Bag Films creates cutting-edge animation for the international market.

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